

**CITY OF GRAPEVINE
COUNTY OF TARRANT
STATE OF TEXAS**

The City of Grapevine Parks & Recreation Advisory Board met January 15, 2015 at 6:00 p.m. at the City Manager's Conference Room, 200 South Main Street, Grapevine, Texas with the following members present, to-wit:

MEMBERS

John Dalri
Roy Robertson
Ray Harris
Larry Francis
Terry Musar
Elizabeth Kaufman
Debra Tridico
Dave Buhr

LIAISONS

C. Shane Wilbanks (City Council)
Becky St. John (GCISD)
Abby Sandy (Student)

With following members absent:

Gary Humble

constituting a quorum with the following members of the City Staff:

Kevin Mitchell
Chris Smith
Kathy Nelson
Trent Kelley
Mendie Schmidt

Director of Parks & Recreation
Deputy Director
CIP & Planning Manager
Recreation Facilities Manager
Executive Director of Keep Grapevine
Beautiful & Volunteer Services Liaison

The meeting was called to order at 6:00 p.m.

A moment of silence was observed.

Approval of Minutes

A motion was made by Roy Robertson and seconded by Larry Francis to approve the November 20, 2014 minutes. Motion passed 8-0.

Ayes – John Dalri, Roy Robertson, Ray Harris, Larry Francis, Terry Musar, Elizabeth Kaufman, Debra Tridico and Dave Buhr

Nays – None

Absent - Gary Humble

Citizen Requests

There were no citizen comments.

Introduction of Kathy Nelson, CIP & Planning Manager

Kevin Mitchell introduced Kathy Nelson and stated she had a bachelor's degree in

Landscape Architecture from Texas A&M and a master's degree in Planning from the University of Arizona. Her background ranged from public/private/public and had a wealth of knowledge in planning and contract administration and stated she would play a key role in all Parks & Recreation CIP projects.

Presentations

Branding & Marketing for The REC of Grapevine

Kevin Mitchell showed a presentation of the branding and marketing for The REC that The Atkins Group put together and played a video that went with the presentation. Mr. Mitchell stated through the interviews that The Atkins Group had with the various user groups, they came up with the following three key user groups/membership types: Senior, The Active Family and the Young Professional. As part of the presentation, Mr. Mitchell showed the different logos and the tag line that would be used in the various marketing pieces for The REC. Mr. Mitchell also stated that they will be taking the show/presentation on the road to other cities/organizations.

The REC Memberships

Kevin Mitchell stated that within two weeks, over 1100 memberships had been sold. Mr. Mitchell also stated that the main form of marketing for the memberships have been through Social Media. People are encouraged to purchase memberships now and stated there were certain models in place for memberships to be pro-rated.

New Business

Walk the Halls - January 28

Trent Kelley distributed the Schedule of Events and the TRAPS Legislative Platform for those wishing to attend the Walk the Halls event in Austin. Mr. Mitchell communicated the importance and benefits of attending the event.

PARD Informational Items (No Action Taken)

Park Maintenance – Kevin Mitchell reported staff was in the process of taking down Christmas decorations. Staff was also working on the Meadowmere Park boat ramp (inside the park) and hoped to open it soon. Once done, they would be working on the Sand Bass boat ramp.

The REC of Grapevine Construction Update – Kevin Mitchell reported the construction was moving rapidly with about 300-350 workers every day, 6 days a week. Tile work in the cabanas to start, grid work done on the first floor, window frames mostly in, interior playground had been shipped and would arrive Monday, main pool lines were done and in. Mr. Mitchell stated there will be Open Houses in February and March to show building images, sell memberships and provide some tours. Staff is looking at April or May for the Grand Opening.

Trail Updates – Kevin Mitchell reported the contract for the Links Hike and Bike Trail was in place and that surveying had started. Mr. Mitchell stated the Bear Creek Trail Connection project was going great.

Department Staffing Updates – Chris Smith distributed the Parks & Recreation Organization Chart and stated that he and Kevin Mitchell worked together with different

agencies with similar department divisions. The organization chart in place is the end result.

Recreation – Chris Smith reported the new Play Book would be called ‘Play Grapevine’ and would be out by end of the month. Mr. Smith also reported on the following upcoming events: Can a Tree Fly, Forrester Program and Daddy Daughter Dance.

Miscellaneous Board Items (No Action Taken)

Keep Grapevine Beautiful

- Dave Buhr reported on the following:
 - Results from the Litter Index Survey done on December 17, 2014
 - Don’t Mess with Texas community event - April 11.
 - Epic Earth Day event – April 18
 - Household Hazardous Waste Event – March 28
 - KGVB meets the first Monday of the Month at the Bessie Mitchell House; a retreat will be planned for the
- Mendie Schmidt reported on the following:
 - Elizabeth Kaufman and Ray Harris assisted with the Litter Index Survey, and stated she hoped to present the results at the next meeting
 - Distributed to the board members a copy of the 2015 Don’t Mess with Texas Elementary Art contest calendars that launched this month

GCISD Report – Becky St. John shared information about a Feeder Task Force.

High School Student Report – Abby Sandy reported on the following:

- GHS Fillie Trot event (and Doggie Trot) - January 31
- GHS Graduate Project Graduation 2015 committee holding a High Roller Hoedown event at the Cowboy’s Golf club in Grapevine on Saturday, February 7, from 7-11 pm.

Adjourn

Motion was made by Dave Buhr and seconded by Larry Francis to adjourn the meeting at 6:59 p.m. Motion passed 8-0.

Ayes – John Dalri, Roy Robertson, Ray Harris, Larry Francis, Terry Musar, Elizabeth Kaufman, Debra Tridico, and Dave Buhr

Nays – None

Absent - Gary Humble

RECORDING SECRETARY – Fatima Arnett, Administrative Coordinator

PASSED AND APPROVED BY THE PARKS & RECREATION BOARD OF THE CITY OF GRAPEVINE, TEXAS on this the 19th day of February, 2015.



DIRECTOR OF PARKS & RECREATION



CHAIR OF THE BOARD